

M.A.P. Team Meeting

Wednesday, February 28, 2007 9:00 AM

Agency of Commerce & Community Development

6th Floor, Calvin Coolidge Conf. Room, National Life Building, Montpelier

Attendees: Christine Werneke (CMO); Kate Westbrook (ACCD –CMO); Kathleen Horton (DOH); John Dumville (DHP); Marcia Lawrence (DLC); Lynn Bruce (DCF); Doug Kievit-Kylar (DEC); Alex Aldrich (VT Art Council); Colleen Price (VDTM); Diane Scolaro (VT Art Council); David Metraux (ACCD); Rochelle Skinner (VSP); Carla Vecchione (Office of VT Health Access); Hugh Bradshaw (VocRehab); Mike Tierney (VICD); Harry Bell (CIO's office); Carl Couillard (AOT); Robert White (AOT); Jill Remick (Dept. of Ed); Lorraine Turgeon (VT Film Commission)

Minutes of January 31st: finalized

Important meeting information: The next meeting will be held on Wednesday, March 28th, 2007 at 9:00 AM at National Life Building, 6th Floor, Calvin Coolidge Conf. Room.

Film commission update

Lorraine Turgeon has rejoined the VT Film Commission to help facilitate the commission's proposed changes on how it markets VT to film makers. The board has decided to target the independent film market, emphasize the use of local VT talent and establish VT as a center for film finance. They have been working with the non-profit Institute of International Film Financing to create an annual International Film Finance conference. The main intention of the conference is to act as a catalyst between independent film makers and financiers and venture capitalists. Its main focus will be on educating public finance organizations, independents and film makers on how film finance works.

They have chosen Stowe as the first city/town to host the kick off conference which is targeted for November, however moving forward the conference will be scheduled for the foliage season (late September) on an annual basis. The conference will initially be 2-3 days and showcase new and innovative ways to finance films.

The redesign process is organic and the commission will continue to incorporate new ideas as they filter in. They are continuously seeking input and advice from state entities as well as support from the M.A.P partnership.

Web portal update

Harry Bell gave a brief history of the web portal and its startup.

Its prime objective is to make state web services and information accessible to state citizens and visitors.

Major points:

- The Department of Information and Innovation (DII) and Vermont Information Consortium (VIC) is working together to create and provide a universal web content management system which will give users 24/7 anywhere anytime access to their web content and allow changes to be made from remote locations. The software should be available by end of March/April.
- Web hosting will be free of charge
- Web domains will be transitioned to a consistent state government naming convention, as agriculture.vermont.gov, for example. It is DII's intent to have all state sites changed over to a .vermont.gov domain.
- DII and VIC will be assisting state entities with the migration into the new system so that each entity learns the tools as they migrate.
- DII will be available for web maintenance training as needed (should not take more than a ½ day)
- Christine and Harry are working with Spike and VIC on the information architecture (the 'site map') which will provide the guidance for how information is organized and found by our audiences. This information will be shared with departments to help them begin the content organization process for their own sites.
- A survey was sent out to all departments asking about audience, what was working and what was not, what is currently provided and what is lacking on their current web sites
- Spike is frequently testing consumers at all levels (e.g. state employees, businesses) to develop a more user friendly site
- The last step is creating the look and feel, the CMO's office, CIO's office, and VIC is working with Spike Advertising to create the visual look and feel of the portal
- Google search will be live on the site and everything will be identifiable by keywords
- The portal will have increased bandwidth so website can host videos and moving files

Harry is the single point of contact between the state and VIC, if you have questions contact Harry at harry.bell@state.vt.us

VT days: This year's Vermont Days will be June 9th and 10th.

State entities involved in the past include:

- Information Centers

- Forests, Parks and Recreation
- Fish and Wildlife
- Agency of Agriculture
- Department of Tourism and Marketing
- Division of Historic Preservation
- VT Historical Society

Interested parties that would like to get involved this year and moving forward include:

- Department of Environmental Conservation
- VT Arts Council
- VT Film Commission

VT days was created to encourage participation/visitation in state parks and historic sites.. During the two day weekend various activities and performances are offered free of charge. Free fishing clinics and state wide fishing is offered on the Saturday and free ice cream is given out in various locations.

Past promotions include;

- poster and flyer distribution throughout the state, with town clerks, schools, libraries and chambers,
- radio messaging with public service announcements (PSA) and press releases (PR), and
- a website hosted on state parks website.

Christine Werneke (CMO) moving forward will act as project manager/coordinator for the VT Days event.

This year's main objectives are to freshen up the promotional materials and the message, incorporate new ideas, support new partnerships, and expand marketing efforts. The team is open to all ideas, comments, thoughts and suggestions.

Ideas that were brought to the table include:

- Submit your home video of a state park experience – create a contest – use video footage in press releases (PR) and public service announcements' (PSA) next year
- Market to schools
- Market to past users
- List event on Vermontvacation.com – itinerary planner
- NECI host outdoor cooking seminars – cooking on a campfire
- VT days & nights – show film at parks or historic sites after dark
- Create a live remote broadcast leading up to VT days
- 20 parks in 2 days
- Info e-mail blurb w/ poster in Department of Ed's weekly e-mail to education folks

NOTE: If you would like to be involved with VT days or would like to submit an idea or comment please e-mail Christine at marketing@state.vt.us

Open discussion

Robert White reported on the installation of WYFI at the Guilford and Sharon information centers. Connect Vermont is currently working on installing fiber optics along the interstates 89 and 91 to increase consistent connection throughout the state.

Arts Council reported on the 75th anniversary of the Green Mountain forest. This year the Christmas tree on the nation's capitol grounds will be a Vermont tree. Decorations will be needed. The council is thinking of starting a Pumpkin Fest – trying to beat Manchester's world record of most carved pumpkins in a single sitting.

Tourism has been given extra funds and created a new media plan/buy with them. They finished creating a winter activity commercial – can view commercial on Fresh VT TV. They have increased newspaper ads and are heading into consumer show season – highlighting summer business.

Historic Preservation's budget has been reduced; their sites may not open until July.

Vocational Rehab's website is in process of being revamped

Health is heading into their Fit and Healthy Kids spring campaign and young women's vitamin campaign. A brochure has been created on how to store and handle vaccines.

Information centers report that visitors counts are down

Doug from DEC gave a brief overview of his department's marketing efforts and projects.

Lynn Bruce has been promoted to Department of Children and Families' marketing and communication coordinator. Her first priority is to reorganize their website.

Forest, Parks and Recreation along with a number of partners have been researching the idea to start a Vermont: No Child Left Inside campaign – a copy of Connecticut's program.